



postcode news

THE JOURNAL OF AFD POSTCODE SOFTWARE SUMMER '98 ISSUE 12

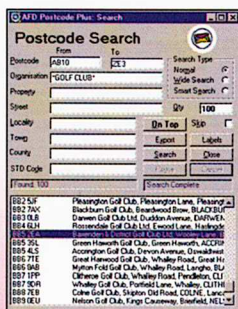
Landing soon at a computer near you...

If you thought it wasn't possible to make the best even better then read on.

In the last Postcode News, we told you of the exacting independent tests carried out on behalf of the Rover Group which showed that Postcode Plus:

- is 70 times faster at returning an address to screen than its nearest competitor
- is 24 times quicker to integrate into an existing system
- can provide substantial cost savings - the Rover Group projected saving a 5 figure sum EVERY year!

Now we've made Postcode Plus even better



Version 4 is available with the latest (Q.2/98) data update and brings you:

- **Keyword searching** - dramatically faster with improved indexing - and now available to developers too - without any extra programming!

This feature now boosts the ability of ListMaker to search for an extract of data (eg *Golf Club*), thus saving hours of time.

- **New Smart Searching** where PC+ will look for your search data in sensible places, eg: If



you tell Postcode Plus to search for the property 'Newcastle':

- **Normal Search** - will check only for properties beginning 'Newcastle'
- **Wide Search** - will check for addresses where *any* line begins 'Newcastle' - would return all addresses in Newcastle Staffs, Newcastle County Down, Newcastle upon Tyne and other towns and localities. Wide search works on the tiniest snippets of an address,

continues...

Welcome back...

There's a futuristic feel about this edition of Postcode News. We announce the new MailSaver system, a new version of Postcode Plus, look at

just where you can buy your Star Wars and Star Trek collectables and relax about 'The Millennium Bug' - at least for AFD Software products.



Announcing MailSaver

...continued

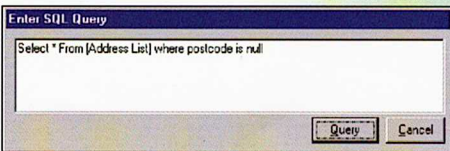
especially if it is an uncommon word or phrase.

- **Smart Search** – will check for 'Newcastle' only in property-related fields ie Organisation, Property and Street. Similarly Smart Searching for 'Preston' in 'Town' would also search locality, but not Organisation.
- **Nearest** – now allows import & export of Nearest Databases – and Postcode Plus automatically adds Grid References to imported data.

Postcode Provider V4.0

includes all the above benefits, plus:

- **Save and Retrieve Database Attachments** – so often-used session settings can be reused again and again.



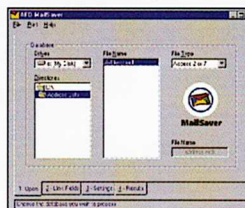
- **Use Standard SQL** to clean specific parts of your database – eg using statements like
Select * From [Address List] where Postcode is Null (works on records with missing postcodes) or
Select * From [Address List] where Len (Postcode) <6 (works on records with bad postcodes)
- **New Stop/Start auto mode** halts when it cannot verify an address, but skips past those it can deal with.

AFD's popular Mailsort solution, 'Mailcode' has undergone a major upgrade – AND gets a new name 'MailSaver'

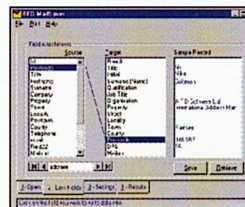
Many organisations miss out on substantial postage savings because they find Mailsort too complicated. MailSaver is a new approach to Mailsort that makes it easy to qualify for postal discounts. Approved by the Royal Mail, MailSaver's simple step-by-step approach has been designed to make light work, remove the mystery and deliver real savings.

If your organisation mails over 1000 packets or 4000 letters at one time, then MailSaver is designed for you.

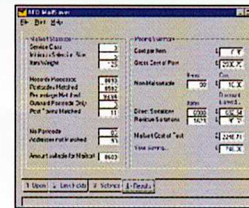
How straightforward is it?



2. Link the fields to MailSaver – using simple drag-and-drop.

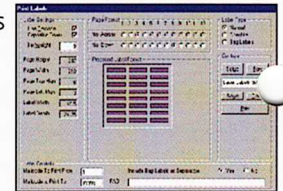


1. Select the database you want to mail – supports Access, Clipper, dBase, Fox, Paradox & ASCII Text.
3. Select the mail-sort or presstream service and parameters of your mailing.



4. Watch your savings grow!

5. Print your labels and reports



Plus, Plus, Plus:

- Use standard SQL to select just the records you require for your mailshot.
- Changed postcodes are detected and corrected.
- Town/County matching maximises mailsort discount.
- Includes Customer Barcoding (CBC) for extra discount.*
- Write Mailsort codes back to your database for Mail-Merging etc.
- Write exception codes back to your database to identify problem records.

The monthly investment of £35/month (inc vat) under the POP scheme includes full technical support, program and data updates – it repays itself again and again.

**Note: CBC is dependent on the presence of Delivery Point Suffixes – which can, of course, be supplied by Postcode Provider.*



Introducing the Professor – AFD's own problem solver

The Prof. will answer your questions about address management and point you towards a solution. This issue's problem concerns list cleaning.

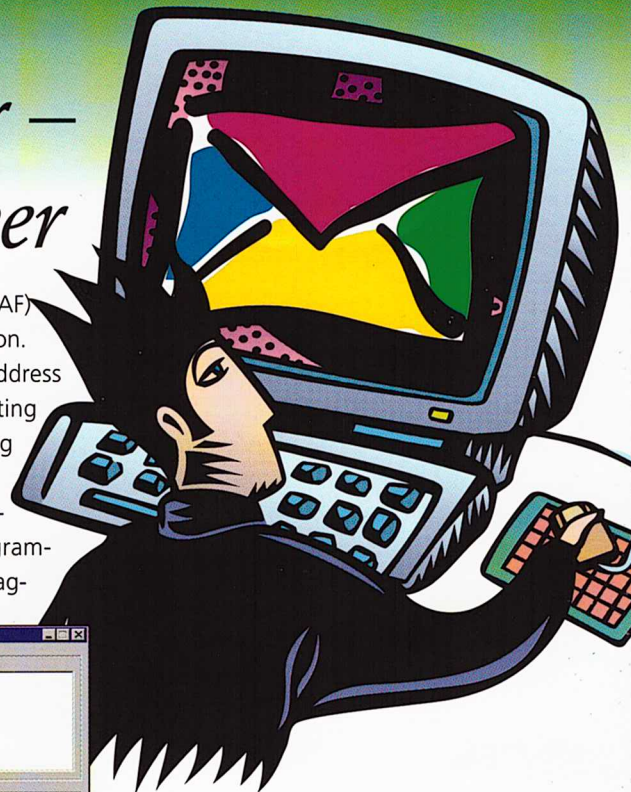
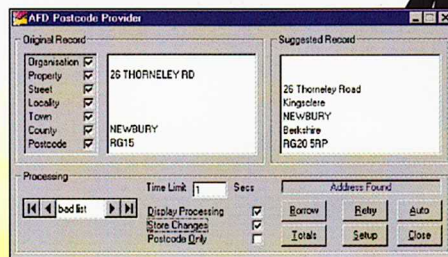
'We are a firm with 23,000 address records held in Microsoft Access. Many have Postcodes missing and we cannot qualify for Mailsort. We have an internal policy that prevents data being sent to a bureau, so we cannot clean our lists externally. How do we sort it out without the hours of manual grind of looking through postcode books?'

Rachel, Edinburgh

Installing Postcode Provider and running your database against the up to date accurate address information contained in the

Royal Mail Postal Address File (PAF) would be the recommended solution.

Provider compares your address records with those in PAF correcting poor spelling, adding or changing postcodes to make them accurate and making record formats consistent. Usually no complicated programming is required and the use of drag-



and-drop techniques let you match database fields for cleaning. The screen shot shows how a typical record might look when being matched.

Usually a significant proportion of the addresses can be sorted and repopulated with correct data automatically. Of course, with some addresses it's not possible to find a definite match without some "human" intervention. Provider takes this into account by making it easy to look at possible matches and make a decision about any change to the address.

Further information on Postcode Provider can be found on the AFD web site at <http://www.afd.co.uk/provider.htm>
Questions for the Prof are picked at random from the AFD mailbag.

The Millennium Bug

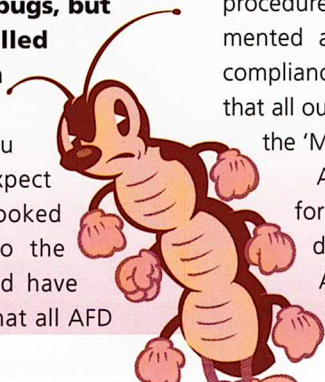
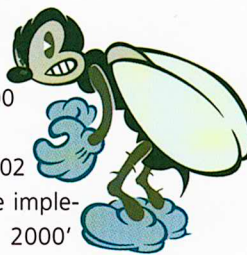
With summer coming, now's the time to be getting rid of bug worries. Not insect type bugs, but the so-called Millennium Bug.

As you would expect we've looked forward into the future and have ensured that all AFD

products are Year 2000 compliant.

Within our ISO 9002 procedures, AFD have implemented a full 'Year 2000' compliance schedule and warrant that all our products will not be affected by the 'Millennium Bug'.

All AFD Postcode products conform to the British Standard Institute definition for Y2000 compliance. A full statement can be found at <http://www.afd.co.uk/y2000.htm>





Classic Mail Order with Kool Collectables

What do the new satellite TV series, South Park; the classic movies in the Star Wars trilogy; the ultimate sci-fi series, Star Trek, and the Wensleydale munching Wallace and Gromit have in common? Kool Collectables is the answer.



Kool Collectables use the leading address manager Postcode Plus from AFD Software to help them enter customer data and ensure swift delivery. Director Eileen Reid explained, 'We use the software in two main ways, for customer order taking over the phone, where using the software speeds up entry time and leads to fewer mistakes. I've estimated that it saves us up to **3 hours a day** in typing time alone.'

'We also use it to check addresses prior to despatch. Some customers are buying merchandise as presents and it can be surprising how little of the intended recipient's address they know. For other customers its important that they are the first person in their peer group to have a particular product. They get very frustrated if they have to wait longer for their parcel because of a faulty address.'

'Postcode Plus also helps me personally. I'm American and can find some British place name spelling pretty confusing. If people give me a postcode that's so much easier'.

And the newest hot import from the US? The Original



Beanie Babies – who will soon be finding new homes courtesy of Kool Collectables with a little help from Postcode Plus.

Kool Collectables web site is at

<http://www.koolcollectables.com>

[t] 01904 624074

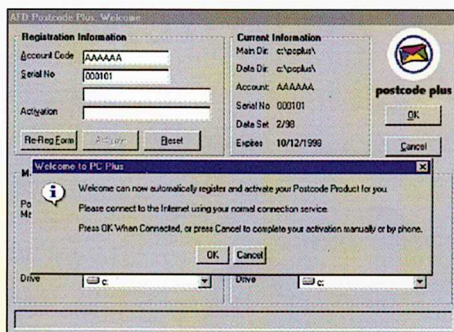


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NEW – Register On-line

Using AFD's cutting-edge Internet Technology, the boffins at AFD have automated the registration process – saving customers time and effort.

Simply run the Welcome program. Enter your account code and serial number from your License Certificate, connect to the Internet – and the Postcode product should activate itself – in seconds, any time of day or night!



DOS Users

Continuing AFD's support and loyalty to DOS users, Q.2/98 contains the 'Postcode Changes' feature, first released to Windows users and now available to DOS users. The facility is provided as a command-line program for developers to use – and has been built into PC-POP – the Postcode TSR program, and PC-DOS, the Postcode command-line program.

You can order your update today at:

<http://www.afd.co.uk/order.htm>



Extended by Popular Demand

order your
next 3
quarterly
updates
& we'll only
for 2
charge

The AFD Commitment

'AFD Software is committed to providing excellent, affordable addressing software to small and large users alike. Postcode products offer a unique combination of more data, faster searching, greater functionality and lower cost.'

David Dorricott, Managing Director.

Our Special 3 for 2 updates offer has been so popular that we've extended it until 31st July 1998. Take this opportunity to stay right up to date with your data changes, benefit from all the important Postcode program enhancements in the pipeline and

SAVE up to £88

Order your next three quarterly intermediate updates for your postcode product, and you will only be charged for two of them - the third one is completely FREE.

If your annual renewal falls in the middle of the 3 updates, don't worry - we'll carry it over to the next one due.

Orders from the usual number:

01624 811711

or web site:

<http://www.afd.co.uk/order.htm>

by credit card, or cheque with order. This offer closes 31st July 1998, and may not be combined with any other discount offer made by AFD.



On The Hotspot

John Johnson - Dealer Account Manager

Age - The Satellite Age, which started with the launch of the Russian's Sputnik, is just a little older than John.

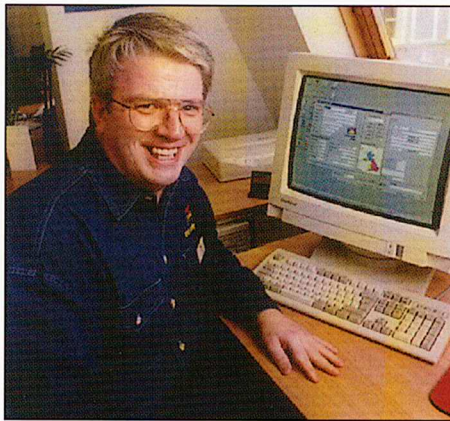
Original Career Choice - After an arresting spell in the police, John floated off to the Isle of Man Steam Packet Company and then came back to dry land with AFD.

Sports and Hobbies - John has a passionate interest in satellites, their orbits and what services and stations each provides. There is no truth in the rumour that John is planning to put his own satellite into space from the back garden, although his rockets on Bonfire Night are somewhat larger than normal!

Joined AFD - December 1997

Favourite food and drink - After swearing never to eat curry again, he's succumbed to the curry fever in AFD and enjoys a very mild curry. He's also been spotted succumbing to more than the odd Pastry or Cream Cake from the local bakers.

Family - An extended family & many friends ensure that John is never short of help for launching his latest satellite.



Contacting AFD

By Phone.....01624 811711 (Sales) 01624 811712 (Help Desk)

By Fax01624 817695

By emailpostcode@afd.co.uk

Keep in touch with Postcode developments by visiting the AFD Web Site - where you can try out products, collect free software and obtain technical support.

Web Site<http://www.afd.co.uk>

Tech Forum<http://www.afd.co.uk/support>

FTP Sites.....<ftp.afd.co.uk>

By Post.....**afd software ltd,**

International Address Management Centre,
Ramsey, IM8 1RF.



AFD Software is a Royal Mail
Accredited Reseller.

Data News Q.2/98

Postcode and Postcode Plus data sets for Q.2/98 are now available. Order from our web site at <http://www.afd.co.uk/order.htm> or by fax, email, telephone or post. £30 +vat for Postcode, £75 + vat for Plotter, Plus and Provider users - or join the POP scheme and cover all costs with one budget payment.

Changes announced by the Royal Mail for Q.2/98 include:

Chorley (PR) - Affecting PR6 8

London (SW) - Affecting SW17 6

St. Helens (WA) - Affecting WA10 3

Forthcoming changes include:

Cambridge (CB) - Affecting CB1, CB4

Dunfermline (KY) - Affecting KY11

Elgin (IV) - Affecting IV30

Exeter (EX) - Affecting EX13, EX24

Forres (IV) - Affecting IV36

Glasgow (G) - Affecting G65

Inverness (IV) - Affecting IV1, IV2, IV3

Kinross (KY) - Affecting KY13

Newcastle (NE) - Affecting NE12

Sudbury (CO) - Affecting CO10

Newly announced changes can be found at

<http://www.afd.co.uk/news10.htm>